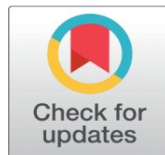
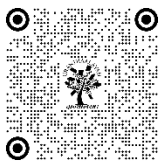


POSITIVE INFLUENCE OF TELEVISION CARTOON PROGRAMS AMONG CHILDREN – ESPECIALLY FOCUSING ON BIODIVERSITY

Dr. M. Raghu Kalidasan ¹, Dr. S. Shanmuga Mohana ²

¹ Assistant Professor, Senior Scale, School of Media & Communication, Manipal Academy of Higher Education, MAHE, Dubai, India

² Assistant Professor and Head, Department of Visual Communication, The American College, Madurai, India



ABSTRACT

Recently, there has been a change in perspective in how health, environmental, economic, and other social issues are perceived. The way people live, think, eat, and use technology has evolved into something more opulent and sophisticated. Like how high-rise construction and an increase in industry bring about numerous changes in geographical regions and climate-related changes in society. Understanding about these environmental issues is crucial for individuals from all walks of life, but it is especially urgent for kids. Since children are the society's future, it is crucial to raise their understanding of the environment and climate change.

Corresponding Author

Dr. M. Raghu Kalidasan,
ragumeenavan@gmail.com

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1. INTRODUCTION

Recently, there has been a change in perspective in how health, environmental, economic, and other social issues are perceived. The way people live, think, eat, and use technology has evolved into something more opulent and sophisticated. Like how high-rise construction and an increase in industry bring about numerous changes in geographical regions and climate-related changes in society. Understanding about these environmental issues is crucial for individuals from all

walks of life, but it is especially urgent for kids. Since children are the society's future, it is crucial to raise their understanding of the environment and climate change.

Media can be used as a powerful weapon or tool to promote this kind of awareness among children. Now-a-days children are more vulnerable to television cartoon channels, so media should bear some responsibility to produce productive, educational, informative content among the peer groups. This paper focuses on how television cartoon programs can be influenced positively or become a support material to create awareness about environment and climate changes.

In the website common sense, it has been mentioned about the Environmental TV shows, that television can both inform and transfer viewers to places they wouldn't otherwise see like rainforest, arctic and desert. As kids getting older, more specific lessons about the earth and biodiversity should be introduce.

This paper also uses supportive tool like methodology, theoretical framework, objectives give more strength to the paper and deconstruct the topic which gives depth understanding about the topic.

2. REVIEW OF LITERATURE

The article published by AnimationXpress Team (2021) mentioned a cartoon program named 'Obki' which created natural environment awareness among children. In this article they have given a productive message about environment to the children. This message will be useful for the next generation and creates a positive choice to protect our planet in future.

Through this 'Obki' cartoon programs, it reaches millions of customers for better understanding on environmental issues and reduce the carbon footprint.

Benchetrit (2021) highlighted the importance of environmental issues and climate change among children. The article gives a thrust to the survey conducted by the Cartoon Network reveals that out of 4,000 children, about 91% of the children are worried about climate changes. The age group of six- to twelve-year-old expressed their grievances, and sadness as common emotional responses to the subject.

The Cartoon network has initiated to introduce a new system like multi-language and multi-platform campaign to educate the young audience about the climate crisis. Compared to other countries, Australia gives more priority based on environmental concern.

The idea and concept of Biodiversity in the cartoon is not a novel initiative, it has been for a very long time, television cartoon programs highlight about environmental issues, cartoon programs such as Sesame Street talks about the environment.

3. RESEARCH OBJECTIVES

The following objectives were carried out for the study.

- To identify the positive influence of Television Cartoon Programs especially environmental issues and climate change
- To create awareness among children about the biodiversity which is the need of the hour
- To analyse the distribution of content in Television Cartoon Programs regarding environment especially reuse and recycle concept.

4. METHODOLOGY

The main process in research is to follow methodology for an effective output, in the article written by Pamplona (2022), insists that methodology should include the questions What, Why and how, these questions should be answered in our research. It also guides our research to lead us in correct path.

The following are the methodologies are adapted for the study, content analysis on Television Cartoon Programs based on biodiversity, in-depth interview has been conducted among parents particularly among the age group of 5- 12 years. These methodologies help individual research to refine in a defined path.

Three television cartoon programs like Peppa Pig, Sesame Street, and Bob the Builder have been chosen for the study related to environment and climate change. These two cartoon programs highlight the concept reduce, reuse, and recycle. These two shows educate children to understand and create awareness about gardening, composting, and recycling which is important to know for the future generation. Researcher has prepared a questionnaire in both English and Tamil for the parents to analyse and observe the positive influence of cartoon programs, and how it educates children. The questionnaire consists of basic demographic, socio-economic, which is followed by in-depth questions which gives major support for the study.

5. THEORETICAL FRAMEWORK

George (2022), theoretical framework is used to explain the concept regarding research, mapping, and predictions. This concept explains old theories which acts as a pillar for the research, and which helps to establish the ideas. The theories can be decided based on the following criteria.

- Identify key concepts of research.
- Evaluating and explaining relevant theories
- Compare the concepts of research into existing research.

5.1. USES AND GRATIFICATION THEORY

The 1940s were the foundation of this philosophy, and it enjoyed a rebirth in the 1970s and 1980s. Other forms of enjoyment compete with the mass media, yet certain media material can also provide gratification (watching a specific program). Everyone is entitled to view the programmes of their choice and to see how they affect them personally. The idea serves primarily as a tool for educating the world's populace and allows viewers to study how media messages affect kids and their desire for pleasure. Depending on what the audience wants, the media has influence in its own unique way.

According to this notion, when children watch television cartoon programmes, their reactions are more likely to be positive since they are exposed to positive material. For instance, when kids watch the satisfaction will come from their daily actions, such as maintaining a clean and hygienic home and environment, being careful of the use of plastics, and being aware of reuse and recycling.

Deka (2021), in her study emphasized media including television plays a crucial role in lifting the public's understanding regarding benefits, challenges, policy actions, and trends on biodiversity conservation. Mass media can be acquainted as

an educational tool for the public, it also educates and enlightens the public particularly among children on the conservation of biodiversity.

5.2. SOCIAL LEARNING THEORY

This theory can strongly interconnect child's imitation or behaviour, and its impact is important in its life. Bandura defines social learning theory "Children and adults acquire attitudes, emotional responses, and new styles of conduct through filmed and televised modelling". The process of social learning initiates at an early stage, particularly during childhood days.

This theory further argues that behaviour pattern can change according to individual's observation and operant conditioning particularly from mass media. This ideology can be related closely among the behavioural pattern among children after watching television cartoon programs, if media disperse positive content, surely children will inculcate positive thoughts, behaviour, and attitude. Children are the major peer group affected by Television violent content. There are very less numbers which focus on positive side of Television cartoon programs.

It is the responsible to the Government to form a censor board for Television cartoon programs, this can lead in production of positive content and ignore violent content which largely affects children of age group 5-12 years.

6. FINDINGS AND ANALYSIS

The findings and analysis for this study has been attained through two methodologies such as content analysis and in-depth interview with parents of children's age group 5-12. These two methodologies act as a greater tool to support this study.

In content analysis, the paper has focussed three Television cartoon programs and analysed the positive content particularly reusing, recycling and biodiversity concept in the cartoon programs. From the three cartoon programs, the episodes have been specifically selected which highlights environment and biodiversity content. Here are the results of content analysis of cartoon programs like Peppa Pig, Sesame Street, and Bob the Builder

6.2. PEPPA PIG – CONTENT ANALYSIS

The Peppa pig cartoon programs highpoints the content about biodiversity and education on climate change. The cartoon programs consist of pig family, where they travel to various places to learn about environmental issues. This series uses vibrant colours which attracts the kids more, colour like pink, blue, yellow, and green are used, among all these colour, pink and blue colour dominates the cartoon programs. There are series of episodes which focuses particularly on environment, through this.

The first episode of this series has the duration of 5.09 titled "Rainforest Garden". In this duration, children learn many new concepts and words, firstly, the Peppa Pig family travels to rainforest Garden, a character explains about the concept of Rainforest Garden, from there they meet Rabbit character, where it teaches about plant pollination and producing hybrid vegetables, children became excited and happy, and children visited the children farm. Children inculcate good habits like washing hand regularly after travelling through town.

The second episodes “Pizza Time” teaches children to consume healthy foods, though they show that pigs are eating Pizza, but baking Pizza with healthy foods, adds some fruits or vegetable in pizza. The parents teach their kids to clean their hands before eating, clean the table before preparing the food and encourage the kids to involve in kitchen activities. This episode also shows that parent should spend some productive time with kids for their development.

The third episodes highlight “How TV is Made”, Children visit TV station and observes how Television stations work and how they air TV programs and the following episodes educates Kids to learn many new terms like Transmitter, Receiver and Electromagnetic waves. The episode teaches about Romans and their History. Children learns about colours, animals, and birds.

The cartoon series “Peppa Pig” emphasizes and encourages natural gardening and fruits pickup from the Garden. Children loves to visit the fruits or vegetables farm to pick their food. It also educates how children should glue with the nature like they play in sand, collect pebbles, and play unitedly with their friends, they also learns that the team work will always gives a good result.

The cartoon series “Peppa Pig” emphasizes to follow good habits like:

- Gardening
- Importance of Nature and environment
- Wiping the tables, cleaning the hands before eating and wear apron while cooking
- Identifying colours, animals, birds, vegetables, and fruits
- Productive time with parents
- Playing with nature
- Unity

6.2.1. SESAME STREET

Sesame Street is an American Educational children television series that comprises of animation, sketch comedy, live-action, and puppetry. It is the first children’s television program which is used as a curriculum with clear and measurable outcomes, and was the first to use research in the creation of the show’s design and content. This series helps the children to kids to grow smarter, stronger and kinder.

In the cartoon series “Sesame Street”, an episode “Earth Day Song” trains about the importance of the Earth and the Environment, the characters are made in the form of puppets and the line “The Earth is so Magical” is an impressive line which stands in the mind of children, and follow the same in their real life, nowadays, cartoon and media have become children’s real life, they are not able to differentiate reel and real. The series highlights that oceans, flowers, plants, insects, and bugs are nature-made and this Earth has become beautiful with these. The Earth gives us fruits and veggies and talks about healthily treating animals. The main highlight of this episode is that it strongly represents that we, i.e., children should take care of this Magical world, which means protecting the Earth with all our efforts. In the mid of the episodes, there is a song which tells about we should thank the Earth for offering wonderful gifts to us like fruits, vegetables, oceans, and other natural forms. It also teaches good habits like feeding birds during summer and other days too, Gardening to lead organic farming. All the characters in the cartoon series thank the Earth for offering such a magical gift to humans. The episode “Murray Visits a

Recycling Centre” highlights the importance of recycling, the character finishes the milk and trashes it, after he gets the idea that the plastic can be recycled, and it should not be trash. Following this, Murray visits Recycle bin and learn the process of recycling. In the recycling factory, they explain -the importance of recycling, identifying, and sorting biodegradable products from others, and demonstrated a step-by-step recycling process.

The episode “Murray makes recycled Artwork” educates children about how waste things can be used in artwork, and the cartoon series “Sesame Street” highlights creating awareness about recycling, identifying recycled products, and converting recycled products into art work. The character Murray visits “Recycle Arts School”. The character gets excited about how art can be made from wastes like cereal boxes, ice-cream sticks, and Bird feeders out of Milk Carton.

In conclusion, the cartoon series “Sesame Street” educates the children to learn about the usage of recycling, and how the waste products can be recycled into usable products. The series delivered their message through songs in format of rhymes. The rhymes have an effective impact among children and easy to remember the content. The following good qualities have been highlighted during Sesame Street

- Empathy
- Resilience
- Understanding emotions
- Respect for others
- Believe in yourself.

These are the basic quality traits which is necessary for children. these qualities will make the children to grow in a positive and healthy environment. Children age group of 3-5years had developed larger vocabularies and it is useful when they enter high school.

6.2.2. BOB THE BUILDER

The series tracks the adventure of Bob, a building contractor specialized in stonework, Bob and his trusted friends who work on construction sites, doing renovations and making repairs. it emphasizes like a miracle waiting impatiently to happen. All the characters are designed in a lovable way, children were very fond of transports like trucks, JCB, Van, and others. Yellow, red, blue are the colours are used in the series.

The series promotes conflict resolution, teamwork, and cooperation. The main advantage of this show is children can interact with the characters appearing in screen. This cartoon series does not only entertain children but also educates, now-a-days, children compare reel life to real life, so this series illustrates and reflects what real life is all about in series. The character Bob has been designed in such a positive way, who handles the situation easily and complete the task successfully at the end of the episode.

Nirbhaya (2021), The team Bob encourages kids to know-how about teamwork, patience, friendship, resolving conflicts, leadership, co-operation. The character Bob highlights and sets as a great example for children to prove his calibre in work through hard work, sincerity, and respectfulness. This kind of character design fosters positive traits among children and they build their future in a healthy environment.

The following positive characteristics are emphasized in the cartoon series which builds positive and friendly character among kids. These are the positive traits showed in Bob, The Builder

1) Positivity

Bob undertakes all the tasks in a positive way, and it handles with excitement. The personality and attitude give strength to the productivity.

2) Friendliness

In the series, each character gives hand to each other and emphasized the concept of friendliness. For Example, the Pizza man lets the museum owner stay at his house during flood time. Be friendly and helpful wherever we go. Children can learn that we have to help others, even if it is a small help and the parents also teach them, the people we help will reflect the same in future.

3) Honesty

The character Bob explains his client about the project delay, and the equipment's they require. Kids will learn some good qualities, that they should explain their situation to teachers or parents, if they have not done the homework or explain them about why they have not done the project in a stipulated time.

4) Teamwork

The character Bob works with co-worker Wendy to complete his task. When working in a team, the project can be done in an effective way, also it saves time. More than creating conflict while working as a team, the team should accept each other opinion and work accordingly and finish the project on time hand in hand. In addition to it, working as a team gives more fun.

5) Entertainment

Along with some moral values, the series never fails to entertain kids. Because Humour and fun are an important element in kids show. Though it is fun, the dialogues were written in a positive way beyond his tight schedules, hardworking. Entertainment and social responsibility made this series in a successful way.

It can be concluded that Bob, the builder doesn't perform magics, gain superpowers, do gimmicks, or hit, punch or kick other character in order to save his hometown. The character has been designed in a realistic way, where children can take Bob as a real-life example.

7. IN-DEPTH INTERVIEW

AKHILA, 32 years

I introduce cartoon to my child at a very early stage, during COVID time, it has become a compulsory entertainment for kids to watch screen during their free time. So, when I am introducing cartoon to my kids, I was very particular and choosy, that the cartoon should at least educates kids. Now-a-days many of the cartoon programs become major entertainment purpose rather than educating tool.

Before introducing cartoon to my kids, I have done deep research about cartoon series which acts as an education tool for my kids. In the list, I found Sesame Street, Dora, the Explorer, Diego, The Word Game, The Peppa Pig, with broader research I chose Dora, Peppa Pig and Sesame Street. My kid is now five years old and still enjoys watching Sesame Street. It acts as an educational tool; the title song is very catchy, and kids love the colourful character to learn important life lessons and social skills

It teaches my child basic skills like understanding Alphabet, counting and problem-solving. The show highlights diverse cast of character which helps children about different cultures and perspective as well. The reason for choosing Sesame Street is a classic one and it has been telecasted for more than 50 years. I liked the way where the social issues have been addressed in a very responsible way and it is necessary for kids to learn about their environment in a positive way.

Dr. T. SHYLAJA. 45 Years

I mother of Joe, 7-year-old boy introduce cartoon to my kid for feeding purpose. My kid started to watch for entertainment purpose, during COVID due to some unavoidable situation, I allowed him to watch cartoon program even during odd times, but it has become a great threat for me and become his habit to watch regularly even after he attends offline classes. It is difficult to isolate cartoon from his real life, the consequence of reducing screen time made him to behave arrogant and disrespectfulness in the society. So, I planned to convert cartoon program as a productive tool. He is very fond of trucks, JCB, Tankers and other automobiles, so I choose cartoon programs related to vehicles and other automobiles. I preferred Thomas and friends, Bob, the Builder. Through this cartoon programs, initially he started to observe the vehicle name, need of the vehicle. He started to watch Bob, the Builder regularly and grab many positive aspects from the series. I used to spend time with him when he used to watch cartoon programs, the show has made efforts to incorporate positive environment messages like recycling, waste reduction and encourage children to think about environment. The characters in the show are also carefully designed that they highlight in eco-friendly practices such as planting trees. Differentiate renewable and non-renewable energy, consumption of renewable energy sources. Bob, the Builder can inspire children to make a positive difference in their own communities, it also emphasized teamwork, problem-solving methods, and environmental awareness.

8. RESULTS AND DISCUSSION

In this study, the impact of positive influence of cartoon programs among children particularly based on environment and biodiversity. Recently number of channels based on cartoon programs have increased, but the content of the cartoon programs should be considered and largely affects the behaviour and perspective of children towards society. Based on the content analysis method and the supportive methodology (Interview) with parents are also added.

Based on this analysis, the findings have shown below in the form of table

Table 1

Table 1				
S.NO	CARTOON NAME	COMMENCEMENT YEAR	LANGUAGE	AGE GROUP
1	Sesame Street	1969	English	3-5 years
2	Peppa Pig	2004	English, Welsh, Swedish	4 – 6 years
3	Bob, The Builder	1999	English	2-6 Years

General information's about Cartoon Programs – Sesame Street, Peppa Pig and Bob, the Builder

Table 2

Table 2				
S.NO	CARTOON NAME	Character attribute	Colours	5 R's
1	Sesame Street	Honesty, friendliness, Entertainment,	Red, Blue, Yellow, Green, Pig	Refuse, Reduce, Reuse, Repurpose, Recycle
2	Peppa Pig	Family, Entertainment, Teamwork	Pink, Red, Blue, Yellow, Green, Orange	Reuse, Repurpose and Recycle
3	Bob, The Builder	Honesty, Friendliness, Teamwork, Entertainment	Blue, Yellow, Green, Orange, Red, Purple, Grey	Refuse, Reduce, Reuse, Repurpose, Recycle

Criteria and attributes highlighted in the cartoon programs.

Table 3

Table 3							
S.NO	Criteria	PEPPA PIG		SESAME STREET		BOB, THE BUILDER	
		Episodes	Special Episodes	Episodes	Special Episodes	Episodes	Special Episodes
1	Refuse	2 (13%)	-	5 (33%)	1 (6%)	1 (6%)	-
2	Reduce	2 (13%)	-	9 (60%)	1 (6%)	1 (6%)	-
3	Reuse	7 (46%)	1 (6%)	7 (46%)	4 (26%)	5 (33%)	-
4	Repurpose	9 (60%)	1 (6%)	6 (40%)	3 (20%)	4 (26%)	1 (6%)
5	Recycle	12 (80%)	1 (6%)	10 (66%)	3 (20%)	8 (53%)	2 (20%)

Chi Square: 9.2021 P<.05

The concept of 5 R's in the Cartoon Programs

Table 4

Table 4				
S.NO	Criteria	PEPPA PIG	SESAME STREET	BOB, THE BUILDER
		Episodes		
1	Positivity	12 (80%)	9 (60%)	15 (100%)
2	Honesty	4 (26%)	13 (86%)	3 (20%)
3	Friendliness	15 (100%)	12 (80%)	15 (100%)
4	Teamwork	14 (93%)	3 (20%)	15 (100%)
5	Entertainment	15 (100%)	15 (100%)	15 (100%)

Chi Square: 1.1727, P<.05

Character attributes highlighted in the cartoon programs.

8.1. ANALYSIS OF THE STUDY

In this study, an in-depth analysis has been made from Content analysis, the table show or highlight the importance of positive characters or attributes mentioned in the cartoon series. The analysis is shown below:

The three cartoon series Peppa Pig, Sesame street, Bob, the Builder target to the age group of 2-6 years, this stage is the crucial stage for children which helps them for the formation and deformation among them. The language is based on English, so it is easy for children to follow the cartoon series for a very long run, and also

helps to learn many new words, alphabets, number counting and so on. This cartoon programs aids the parents to develop basic skill among children at an early stage.

The cartoon series Sesame Street focusses on Honesty, Friendliness and entertainment is the main source for children. In the episodes “The Boy Who Cried Wolf” teaches children to be honest in any kind of situation. “Be Kind to Your Worm” emphasized the importance of being friendly to others, even when other shows difference to us. It promotes the value of friendship and acceptance.

The most entertainment in the Sesame Street is “Elmo’s World” which focuses on various parts of entertainment. It also educates children along with entertainment.

The table shows out of 15 episodes, majority of the episodes i.e. 15 (100%) episodes highlighted entertainment, entertainment is an important element which attracts children to watch the series for a very long time. Next majority character trait is honesty, which is an important quality for children when they grow up. The cartoon program strongly represents to inculcate honesty among children even in hard times.

The Cartoon series Peppa Pig focuses on teamwork, friendliness, teamwork. Out of 15 episodes, majority of the episodes highlighted friendliness (100%) along with entertainment purpose. The next majority is based on teamwork (93%) which is important for this contemporary era, we have to teach children how to be co-operative along with their peer group and teach them about the importance of team work, always teamwork given an productive and effective output.

An episodes like “The Golden Boots”, “The School Fete”, “The Tooth Fairy”, “George’s Friend”, “Miss Rabbit’s Helicopter” focuses on the traits mentioned in the table.

Bob, the Builder highlights many positive traits and the characters involved in the series has been designed in a positive way which helps children to learn and inculcate many good habits from this respective cartoon programs. Firstly, the concept of teamwork, friendliness and entertainment have been focused. Beyond these three traits, positivity (100%) has also given equal importance in this series.

An episodes “Bob’s Barnraising”, “Spud and Squawk”, “Bob’s Egg and Spoon Race”, “Bob’s Pizza”, “Bob’s Big Plan” focused on the good character traits which can be introduced for kids.

The colour Blue, Pink, Yellow has been used in all cartoon series. These three colours commonly attract children. The colour has been chosen according to the gender stereotype, Boys prefers Blue, Girls prefers Pink and yellow has been used for all the vehicles like trucks, tanker, JCB and other automobiles.

The concept of 5 R’s is widely used in all cartoon series, 5 R’s Refuse, Reduce, Recycle, Repurpose and Reuse. Sesame street has several episodes that teaches children about recycling and reducing waste. Oscar, the Grouch teaches Elmo and Abby Cadabby how to recycle, in another episode Cookie Monster learns about composting and reducing waste by leftover food to make soil. These kinds of episodes will open an eye for children to reduce food wastage, now-a-days food wastage has been a major social concern in the society, these kind of awareness episodes will make children to realize the importance of food.

In the series “Peppa Pig” several episodes teach children about recycling and reusing. All the characters visit the recycling factory how waste products have been categorized into degradable and non-degradable and the process of reusing the waste products. In the series, Peppa and her friends recycle their old toys into new

one. In another episode, the concept of composting has been highlighted and teaches them about the importance of gardening.

The series Bob, The Builder based on the construction series, where Bob and their friends, in addition to it, the opposite team work in the construction. Several episodes in this series mainly highlighted team work, where Bob finishes his tasks beyond all hardships along with the team. Beyond hard work and working with team, it also teaches honesty, and positivity. Bob and his team use recycle materials to build a new playground, they use old materials to make new greenhouse.

Finally, in all series, the concept reuse, repurpose and recycle have been given more emphasize on the concept. Out of 15 episodes, 12 (80%) episodes majority highlighted the concept recycle in the Peppa Pig series, next majority is repurpose (60%) which is featured in the cartoon series Peppa Pig and the concept Reduce (60%) focused in the series Sesame Street.

The cartoon series also telecasted special episodes during environment day, Earth Day and so on. In the cartoon series, Peppa pig telecasted 1 hour special program during Earth Day. In this special episode, it highlighted mainly rainforest, pollination, Gardening and environment.

The study carried by Porter (2020) opines about the initiation of awareness of environment and climate change has been carried over for a long years in television cartoon programs, especially in Sesame Street. Likewise, this study also gives the strong representation among children during this period. The parents should have some responsibility to choose program for children. Parents feel that these kinds of programs teach their kids about positivity, environment, and other issued related to environment.

In the study, social learning theory has been cultivated and it is implied to the study gives strong support for the output. The ideology can be closely related to behavioural pattern among children after watching television cartoon programs. So, if the parents choose apt cartoon programs for their kids, the impact will be positive and learn good habits at an early stage, amidst violent cartoon programs.

The study conducted by Deka (2021) clutches about Uses and Gratification theory, mass media can be acquainted as an educational tool for audience, it also educates and enlightens children based on environment issues. According to Uses and Gratification theory used in this study, the reactions are more likely to be positive, when they are exposed to positive contents.

9. SUGGESTIONS AND RECOMMENDATIONS

The study can be used for future refence about positive influence of cartoon programs among children, the following suggestions arose from the study.

- Cartoon programs can inspire children to use their imagination and come up with creative ideas. This develops skills like problem-solving and encourage them to think outside the box.
- Cartoon program should highlight work together concept to achieve a common goal. This aid children learn about teamwork and communication skill.
- Introducing cross-culture to children and give awareness and encourage them to accept diversity.
- Along with entertainment, many educational contents can implement like gardening, environment, hygiene, and other good habits among children.

- Cartoons help children to learn new words, phrases, and expressions. This helps to improve their language and literacy skills.
- Watching cartoon programs with positive message and role models can help children learn how to behave in a positive and respectful manner.
- Media should consider the age group of children when they produce content to audience especially children. especially preschoolers can instruct to watch education programs.
- Cartoon programs can highlight good qualities like cooperation, kindness, and empathy instead of promoting violence or aggression among children
- Parents and caregivers play an important role in shaping children's viewing habit and create a positive influence.

These are the suggestions and recommendations which extracts from the study.

10. CONCLUSION

Cartoon programs are a source of entertainment and education for children, which can help enhance their creativity, imagination, and language skills. They also expose children to different cultures, values, and beliefs, fostering their social and emotional development. Cartoon programs can aid children with difficult situations and emotions, as they often depict characters facing and resolving conflicts in a positive way. They can encourage children to develop problem-solving skills, empathy, and resilience.

It can be concluded that positive influence of cartoon programs on children is dependent on the quality and appropriateness of the content. Parents and caregivers should monitor the type of cartoons their children watch, and ensure that the content is age-appropriate and aligns with their values and beliefs.

CONFLICT OF INTERESTS

None.

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None.

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